R J Reynolds Tobacco Company

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North East Sales Area
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SENT VIA E-MAIL

Bob Snow	Lori MacWilliams
Mark Goodman	Bob Dobrowolski
Tim Gillespie	Rory O'Rourke

Subject: **Chain Acceptance Issues - '98 Multipack Discount Promotions**

By now our KAM's and AM's should have presented the 1998 Workplan Promotions to their chains. We would like to get an assessment of any major issues with our chains regarding the Winston 70¢ off 2 pack promotion.

This assessment should include overall chain acceptance, chains that would not authorize the promotion, and any recommendations to overcome the problems experienced with these chains.

I would appreciate each of you surveying the Region's KAM"s and AM's and returning the information to me on or before 1/16/98.

Call if you have any questions.

Don

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